Amendments to the Claims:

This listing of the claims will replace all prior versions, and listings, of claims in the present application.

In the Claims:

1. (Previously Presented) A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

2. (Original) A method according to Claim 1 wherein the record of the request includes information that identifies the user.

3. (Currently Amended) A method according to Claim 1 wherein the step of generating the requested Web page comprises the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how the content object is ~~objects are~~ displayed within the requested Web page;

retrieving the content object; and

combining the content object and the layout template to produce the requested Web page.

4. (Original) A method according to Claim 3 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

5. (Original) A method according to Claim 1 further comprising the step of analyzing a plurality of stored user request records to determine Web content preferences of a user.

6. (Original) A method according to Claim 1 further comprising the step of appending the stored record of the user request with a time stamp for a subsequent user request for a Web page.

7. (Original) A method according to Claim 6 further comprising the step of determining a length of time the user views the generated Web page using time stamps within the stored record.

8. (Previously Presented) A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

retrieving the first and second content objects; and

combining the first and second content objects and the layout template to produce the requested Web page;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the first and second unique identifiers associated with the first and second content objects included within the generated Web page.

9. (Original) A method according to Claim 8 wherein the record of the request includes information that identifies the user.

10. (Original) A method according to Claim 8 wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

11. (Original) A method according to Claim 8 further comprising the step of analyzing a plurality of stored user request records to determine Web content preferences of a user.

12. (Previously Presented) A method of collecting information about the preferences of Web site visitors comprising the step of:

associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

13. (Original) A method according to Claim 12 wherein the record of the request includes information that identifies the user.

14. (Original) A method according to Claim 12 wherein the step of generating the requested Web page comprises the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

retrieving the content object; and

combining the content object and the layout template to produce the requested Web page.

15. (Original) A method according to Claim 14 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

16. (Original) A method according to Claim 12 further comprising the step of analyzing a plurality of stored user request records to determine Web content preferences of a user.

17. (Previously Presented) A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

18. (Original) A system according to Claim 17 wherein the record of the request includes information that identifies the user.

19. (Currently Amended) A system according to Claim 17 wherein the means for generating the requested Web page comprises:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how the content object is content objects are displayed within the requested Web page;

means for retrieving the content object; and

means for combining the content object and the layout template to produce the requested Web page.

20. (Original) A system according to Claim 19 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

21. (Original) A system according to Claim 17 further comprising means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

22. (Original) A system according to Claim 17 further comprising means for appending the stored record of the user request with a time stamp for a subsequent user request for a Web page.

23. (Original) A system according to Claim 22 further comprising means for determining a length of time the user views the generated Web page using time stamps within the stored record.

24. (Previously Presented) A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

means for retrieving the first and second content objects; and

means for combining the first and second content objects and the layout template to produce the requested Web page;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the first and second unique identifiers associated with the first and second content objects included within the generated Web page.

25. (Original) A system according to Claim 24 wherein the record of the request includes information that identifies the user.

26. (Original) A system according to Claim 24 wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

27. (Original) A system according to Claim 24 further comprising means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

28. (Previously Presented) A system for collecting information about the preferences of Web site visitors comprising:

means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

29. (Original) A system according to Claim 28 wherein the record of the request includes information that identifies the user.

30. (Original) A system according to Claim 28 wherein the means for generating the requested Web page comprises:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

means for retrieving the content object; and

means for combining the content object and the layout template to produce the requested Web page.

31. (Original) A system according to Claim 30 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

32. (Original) A system according to Claim 28 further comprising means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

33. (Previously Presented) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

34. (Original) A computer program product according to Claim 33 wherein the record of the request includes information that identifies the user.

35. (Currently Amended) A computer program product according to Claim 33 wherein the computer readable program code means for generating the requested Web page comprises:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how the content object is ~~content objects are~~ displayed within the requested Web page;

computer readable program code means for retrieving the content object; and

computer readable program code means for combining the content object and the layout template to produce the requested Web page.

36. (Original) A computer program product according to Claim 35 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

37. (Original) A computer program product according to Claim 33 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

38. (Original) A computer program product according to Claim 33 further comprising computer readable program code means for appending the stored record of the user request with a time stamp for a subsequent user request for a Web page

39. (Original) A computer program product according to Claim 38 further comprising computer readable program code means for determining a length of time the user views the generated Web page using time stamps within the stored record.

40. (Previously Presented) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique first and second identifiers associated with the first and second content objects included within the generated Web page.

41. (Original) A computer program product according to Claim 40 wherein the record of the request includes information that identifies the user.

42. (Original) A computer program product according to Claim 40 wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

43. (Original) A computer program product according to Claim 40 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.

44. (Previously Presented) A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

45. (Original) A computer program product according to Claim 44 wherein the record of the request includes information that identifies the user.

46. (Original) A computer program product according to Claim 44 wherein the computer readable program code means for generating the requested Web page comprises:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the content object; and

computer readable program code means for combining the content object and the layout template to produce the requested Web page.

47. (Original) A computer program product according to Claim 46 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

48. (Original) A computer program product according to Claim 44 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine Web content preferences of a user.